

Charles Boyd Parts Sales Call Training

Why do customers leave?

68% - A feeling of the business having an attitude of indifference.

14% - Poor Customer Service

18% - Other (Move, Change Brands, Life Change)

OEM Parts vs. Aftermarket "Discount Option"

- If we quote OEM, the customer needs to know as we will potentially lose opportunities if "Price" is the deciding factor.
- What are a couple of benefits of OEM? - Fits Better, Last Longer!

****All Inquiries Must Begin With a Quote****

- Check Quotes Daily and Follow-Up

I – Introduction (Who I am and How I can assist)

G – Greeting (Thank for the call and assure them you are glad to help)

N – Ask for Name and Best Phone Number

I – Gather Information (Vehicle / Concerns)

T – Talk /Keep Engaged

E – Excellent Value (Dealership/OEM Parts Benefits)

S – Ask for the sale (Do You Want to pick up of have it shipped to you?)

Putting the sell into the conversation:

- Compliment the vehicle
- Most of our customers like for us to also do the installation, would you be interest in that also?

Be a Order Maker NOT an Order Taker

Track the Lost Sale If there is a demand, but we do not have the ability to fill the request and close the sale!